

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language plays an important role in the aspect of daily life. Everyone learns and makes use of language as a communication tool. People can make a statement, convey facts, explain or report something, and maintain their social relationships by communication. This indicates that people can express their ideas, feelings, information, etc. by using language. As a universal and global language, English has become the main international language for all worldwide people nowadays, including Indonesian people. The importance of English is more clearly seen by the number of English words found in TV programs, advertisements, even on a packaging of local products.

An area which is quite close to English language skills is English for business. The rapid technology developments provide a new perspective in business opportunities. Therefore, it would be much better if a business can incorporate the element of English language in it to follow the globalization era. According to British Council, more than two billion of people will be researching English by 2020 (Clark, 2012). It is a great idea to use English not only for big business, but also for small business. English will help a business to open more sales opportunity to foreign people who will be the potential customers for the products or service

offered. Many Indonesian people have also been following the globalization era by using English in their daily activity (Agustina, 2015).

The intense competition in business world makes people create new innovations to their products; it is also applied in the field of gift. A gift is something given to someone that is interpreted as a form of giver involvement in the events of joy and sorrow experienced by the receiver, an invitation of friendship, building relationships, as an apology or a thank you, as a symbol of love, and any other forms of emotional expression (Sherry, 1983). The giver usually tends to choose the gift brand which matches the receiver to express their emotions and personality. There are thirteen brand and gift characteristics which are; (1) fashionable, (2) exclusive, (3) well-known, (4) conservative, (5) traditional, (6) recognized, (7) prestigious, (8) fun, (9) unusual, (10) exciting, (11) useful, (12) functional, (13) featured (Parsons, 2002).

In Indonesia, a premium and prestigious business basically uses English in their products either to sell or promote their products. They even insert and sell the English language itself in their products to increase the exclusiveness. This research focuses on a business which inserts English language to their product. The writer made a research on prospective buyers' opinions about English words and quotations in a prototypical product made by the writer (an initial frame). Words and quotations are able to express the giver's ideas and feelings to the receiver.

1.2 FORMULATIONS OF THE PROBLEM

The problems identified by the writer in this research are:

1. What are prospective buyers' opinions about English language in business?
2. What are prospective buyers' opinions about English words and quotations used in a prototypical product?

1.3 OBJECTIVES OF THE RESEARCH

Based on the problem formulations mentioned above, the objectives of this research are:

1. to find out prospective buyers' opinions about English language usage in business.
2. to find out prospective buyers' opinion about English words and quotations used in a prototypical product.

1.4 SIGNIFICANCE OF THE RESEARCH

This research is conducted to know what prospective buyers think about English language to express and show their feelings through a gift and what they think about English words in business. Hopefully, the findings of this research will be beneficial for business people who do

business in the globalization era. Also for marketers, this research could be an inspiration to run a business involving English language in their product. For the writer, the research will ensure her understanding on the importance of English language and could be an encouragement to develop the writer's business.

1.5 SCOPE OF THE RESEARCH

This research focuses on the prospective buyers' opinions about English words and quotations in business and in a prototypical product made by the writer which is an initial frame gift.

1.6 DEFINITION OF TERMS

a. Quotations

Defined by Finnegan (2011), what count as quotations may be confined as sacred passages or words from revered ancestors. In others, it can be idiosyncratic family sayings, quips from television series or just words from daily conversation (Finnegan, 2011).

b. Gift

A gift is defined as a deep and sincere item either for those who give and receive (Tournier, 2012). Gifts have so many meanings; it is given voluntarily and without any expectations.

c. Opinion

Opinion is a statement based on a certain belief or point of view, and it is not based on evidence that can be checked (BBC, 2011).

d. Prospective Buyer

A person proposing to purchase a product from a seller (Stockholders Agreement, 2008).

e. Prototypical Product

A prototypical product is a working model of an entrepreneurial idea of a product. It is almost indispensable for the first test of the enterprise (USLegal, 2016).